


HR191	POSITION DESCRIPTION	 UNIVERSITY OF CAPE TOWN IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
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NOTES

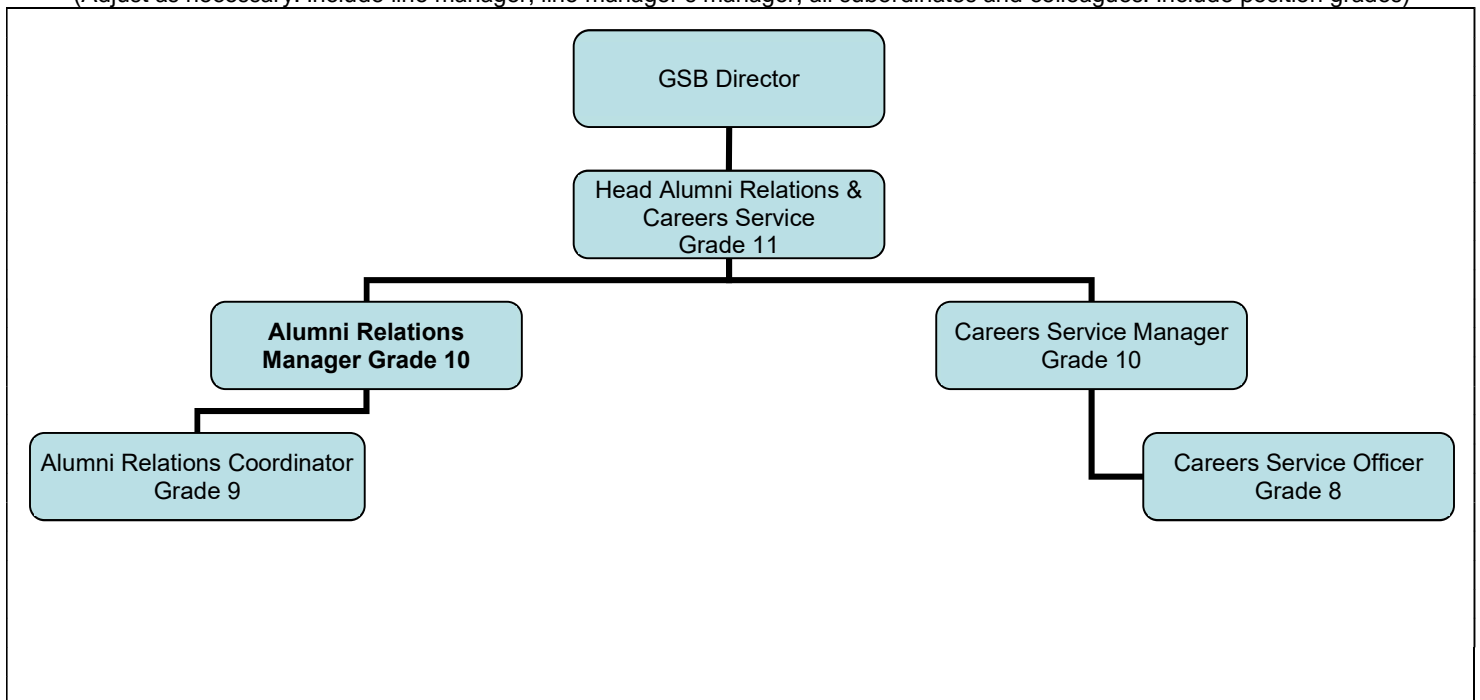
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Alumni Relations Manager		
Job title (HR Practitioner to provide)			
Position grade (if known)	Grade 10	Date last graded (if known)	November 2016
Academic faculty / PASS department	Alumni Relations & Careers Service		
Academic department / PASS unit	Academic		
Division / section	GSB		
Date of compilation	06 November 2020		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The main purpose of this position is to:

Create and maintain pathways for alumni advancement by implementing distinctive alumni engagement actions, which further the aims of alumni, students and the broader UCT GSB community.

This will entail:

- Accountability for the planning and implementing of alumni events that strategically engage alumni and students and so strengthen the relationship with the GSB. The engagement should directly benefit alumni and students and the rest of the GSB community.
- Continuously and professionally manage relationships with GSB alumni and students
- Collaborate closely with GSB community to ensure appropriate alumni engagement, as required.

CONTENT

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
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1	Partnerships and stakeholder relations management / Community Outreach	25%	<p>Partnerships:</p> <ul style="list-style-type: none"> Identify and develop strategic alumni partnerships that will support the delivery of the alumni relations objectives (e.g. Class Presidents, identify key alumni influencers) Build and manage inclusive and effective cross-functional working relationships with internal stakeholders. <p>Alumni Board:</p> <ul style="list-style-type: none"> Maintain the relationship with the Alumni Board, in conjunction with the Head: Alumni Relations & Careers Service (4 p.a) Attend Alumni Board meetings when required Prepare updates and content for a report back to the alumni board as required. Update quarterly engagement plan for each alumni board meeting. <p>Market/Alumni Insights:</p> <ul style="list-style-type: none"> Incorporate market/alumni intelligence and insights to include in alumni strategy development and plan Insights garnered after every alumni event, through conducting post-event surveys Developing a deep understanding of the alumni needs to be included in the alumni strategy and tactical activities. <p>Communication:</p> <ul style="list-style-type: none"> Working with marketing and HOD, to produce written material, aligned to GSB corporate messaging strategy, to alumni, with a particular focus on segmented alumni groups, that being 0 – 3 years, 4- 10 years, and 15 years and up. With HOD, create alumni content, based on GSB success stories and update for alumni portal/alumni webpage Timeously communicate through and respond to student/alumni social media conversations in line with the GSB digital strategy and brand message. Write and source relevant (aligned to GSB corporate messaging) alumni articles and online resources for alumni website, brochures or any other written material to students and alumni 	<ul style="list-style-type: none"> Developing trusted and sustainable relationships with internal & external stakeholders (e.g. these are Alumni, Academic Programmes, Marketing, Business Development, Executive Education, Faculty, staff and students). Build strong partnerships with internal and external stakeholders Networking Relationship management – build sustainable relationships based on professional interaction with internal and external stakeholders Able to source suitable willing alumni representatives (e.g. for accreditation Peer Review Team visits; recruitment information sessions and others as they arise) <p>Market / Alumni Insights Outputs:</p> <ul style="list-style-type: none"> Quarterly provide insights to alumni team and alumni board based on alumni engagement and alumni chapter involvement Contribute relevant career resources, for alumni (as it relates to their career advancement), e.g. Alumni industry talks. <p>Communication Outputs:</p> <ul style="list-style-type: none"> Identify alumni profiles that contributes and build on the GSB strategy. Uses market insights to inform Alumni Strategy and action plan As required, keep social media communication with alumni up to date Monthly report on Alumni website update with relevant student/alumni content
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<p>Partnerships and stakeholder relations management / Community Outreach ...continued</p>	<p>Alumni Career and Community Outreach</p> <ul style="list-style-type: none"> • Interfaces with student industry clubs. • Establish professional relationships with industry. <p>Reporting:</p> <p>Reporting on the insights gained to relevant internal stakeholders, via the corporate website, feedback when meeting with alumni, and event post-surveys</p> <p>Alumni Chapters:</p> <ul style="list-style-type: none"> • Develop an alumni chapter engagement and implementation plan. • Responsible for the implementation of the communication plan to Alumni Chapters, ensuring that it is in line with the Alumni & Careers Communications plan • Within the Alumni Chapters indicate the nature of engagement per location • Tracking and providing feedback on Alumni Chapter engagements • For all Chapter events provide suitable events script as a template • Measure the delight of chapter members • Meet with Chapter committees regularly <p>Alumni Career and Community Outreach</p> <ul style="list-style-type: none"> • Regular meetings with student industry clubs. • Regular meetings with Alumni Volunteers 	<ul style="list-style-type: none"> • Alumni relations plan achieved • Regularly meets with student club representatives to support and guide their initiatives <p>Reporting Output:</p> <ul style="list-style-type: none"> • Provide monthly insights on post-event surveys/ including no-shows. • Disseminate survey feedback to the Alumni team for consideration when planning and preparing alumni events <p>Outputs: Alumni Chapters</p> <ul style="list-style-type: none"> • Build on the relationship held with existing chapters and chapter leads, and develop additional chapters. An addition of 4 chapters p.a. • Locations identified based on the GSB Strategy • Number of formal vs informal Alumni Chapters • Number of chapters driving social media/alumni engagement • Tracking and providing feedback quarterly to HOD and Alumni Board. • Measure alumni chapter delight by running an annual survey to gauge net promoter score. <p>Alumni Career & Community Outreach</p> <ul style="list-style-type: none"> • Work with student clubs and associations. Meet quarterly. • Implement initiatives aligned to Community Outreach strategy e.g. Fun nights, quiz nights
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2	Coordination and execution of Alumni Relations Plan	35%	<p>Alumni Engagement Plan:</p> <ul style="list-style-type: none"> Develop a sustainable and scalable Alumni Engagement Plan Develop a sustainable and scalable Alumni Chapter engagement plan. Develop the Alumni Relations Events & Communication Plan Align alumni talks to regional relevance. As a member of the Alumni Relations team, provide input into the alumni relations strategy Responsible for the execution of the alumni relations strategy Accountable for the implementation of the Alumni Relations Events and Communication Plan ensuring quality output Responsible for the coordination and execution of the Alumni Relations Events plan and the Alumni Relations Communications Plan Proactively and continuously identify and utilize alumni-related business development opportunities Proactively seek to align Alumni events with other functions and operations 	<p>Alumni Engagement Plan:</p> <ul style="list-style-type: none"> Update the alumni engagement plan monthly Share update with alumni & careers team and GSB Foundation Identify and source engagements – 1 x lifestyle event, 4 relevant topics per quarter. Accurate, timeous and professional delivery of alumni relations plan Targetted content of each segment of the communication plan produced timeously Working closely with the Alumni Relations Officer and the GSB Events Coordinator, ensuring professional and efficient delivery of all alumni events, in Cape Town, Durban and Johannesburg, in the African continent and abroad Agility to offer alumni events as per internal requirements Maximize ROI across the School and efficient utilization of travel budgets
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Coordination and execution of Alumni Relations
Plan...continued

Event management:

- Professional and efficient delivery of all Alumni events
- Identify relevant events/opportunities to engage with alumni
- Identify and source alumni engagements per location/region, segmented alumni group, and interest.
- Responsible for the delivery and execution of the Annual Alumni Reunion Weekend
- Accountable for the proactive planning of Alumni Reunion class milestone years.

Event management output:

- Professional communication via email including alumni team members in the management of events
- Accountable for the professional delivery of class milestone reunions.
- Responsible for the delivery of the annual Alumni Reunion Weekend and the three-year annual reunion in Cape Town and Johannesburg
- Successful Alumni Reunion Weekend: minimum of 80 tickets sold.
- Conduct satisfaction surveys to gauge success and areas of improvements for all alumni events.

3	Monitoring, Evaluation and Reporting	10%	<ul style="list-style-type: none"> Collate and report on feedback from alumni and employers, informing Academic Programs of feedback. Systematic evaluation of all alumni events and activities, used to drive ongoing performance improvement Implement the plan for the accurate capture of quantitative data which can be used to formally evaluate offerings to alumni Monitor the alumni relations activities of major competitors. Contribute towards the writing of accreditation reports. Contribute towards the writing of accreditation reports. 	<ul style="list-style-type: none"> Accurate, reliable and useful quantitative and qualitative data is gathered and kept and disseminated with relevant Alumni team Quality of all alumni relations activities is monitored All reporting requirements are met timeously Evidence-based decision-making to review and revise services Report writing. Regular reporting and analysis of activities Draw key insights from competitor activities Accurate and timeous completion of reports that meet accreditation requirements
	Finance, Human Resources and Administration	15%	<ul style="list-style-type: none"> Prepare, monitor, report on, and manage the alumni relations budgets and admin processes to deliver the required objectives most cost-effectively. Optimize team productivity through performance management Ensure fair allocation of workload Provide input into job descriptions and performance agreements Take responsibility for staff induction and on-job training 	<ul style="list-style-type: none"> Effective team management Manage the outputs of the Alumni Relations Coordinator Prepare quarterly forecasts to ensure spend is within budget.
4	Alumni Communication	15%	<p>Database:</p> <ul style="list-style-type: none"> Responsible for the timeous upkeep of alumni data and maintaining as accurate as possible Source updated alumni contact to ensure maximum reach for alumni chapter development. <p>Communication:</p> <ul style="list-style-type: none"> Provide content for communication to alumni (on and offline) Create and manage an effective alumni relations online portal. Understand and segment relevant communication channels for segmented alumni groups. 	<ul style="list-style-type: none"> Ensure the updated and relevant alumni records are in place Accurate and relevant CRM database Accurate communication Positioned to optimize and build engaging alumni relations Aligned to GSB professional standards

5	GSB Values	100%	<p>GSB Values:</p> <ul style="list-style-type: none"> • Integrate the GSB values in every decision, execution, and interaction. • Create a team culture that supports the vision, strategy, and brand of the GSB. • We are passionate about learning, innovation and creativity. • We recognise the legacies of our past, both positive and negative while looking forward to an equitable and inclusive future based on respect for the value of diversity. • We are committed to Africa, and South Africa's future in our continent and the world. • We accept the responsibility to act ethically and with professional integrity. • We nurture thought leadership, recognising and respecting diversity in points of view and the contribution that we can, and should, make to public intellectual life. 	<ul style="list-style-type: none"> • Visibility of values being lived • Climate survey/ User-rating • Awareness of how values impact everything we do and actively/visibly incorporate in daily operations as well as meeting strategic objectives. • According to values measurements.
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MINIMUM REQUIREMENTS

Minimum Qualifications	NQF 7 graduate qualification with 4-6 years relevant work experience, alternatively post graduate tertiary qualification, preferably in Business, Management, or a related field.			
Minimum experience (type and years)	<ul style="list-style-type: none"> • At least 3-5 years experience in the Higher Education sector having worked with postgraduate and/ or Masters students • Action orientated; demonstrated in previous successes • Demonstrate an understanding of all communication platforms as well as newer communication platforms and the ability to work or oversee the work of others on these platforms • Understanding current technologies and the use of applications for organizational processes. • Excellent verbal & written communication skills and exemplary social skills. • Ability to organise and manage a diverse range of assignments and projects with high proficiency and accuracy • Ability to adjust to changing priorities and meet deadlines at short notice • A minimum of 3 years experience in staff management and budgetary requirements • Ability to contribute to strategy. • Ability to translate strategy into strong tactical/operational component of Alumni Relations • Excellent planning skills, • Excellent written communication skills including the production of complex reports for different audiences • Experience in synthesizing data • Experience in collaborating with a range of stakeholders and building relationships across all functions • Excellent presentation skills and professional deliver communication to all stakeholders • Demonstrably strong writing, organizational, and event management skills • Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve GSB goals • High professional and ethical standards for handling confidential information • Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines • Ability to travel locally, nationally, and internationally (as appropriate) and work evenings and weekends as required • Highly effective planning, scheduling, time management, and follow-through skills required to coordinate and implement special programs. • Independent judgment and individual discretion involved with developing alumni events 			
Skills	Proficiency in the written and spoken English language			
Knowledge	It is advantageous if knowledge covers PR, Alumni Relations			
Professional registration or license requirements	Not Applicable			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Honesty to handle cash or finances'.)	Not Applicable			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Building partnerships	2	Individual leadership	2
	People management	2	Resource management	2
	Planning & organizing/ work management	2	Resilience/tenacity	2
	Written communication	2	Initiating action/initiative	2
	Quality commitment/work standards	2	Results focus	2
	Stress tolerance	2	Teamwork/collaboration	2

	Client/student service & support	2	University Awareness	2
		2		

SCOPE OF RESPONSIBILITY

Functions responsible for	As a member of the alumni team, provide input into the Alumni Relations Strategy. Responsible for the tactical execution of the Alumni Relations strategy.
Amount and kind of supervision received	Minimal supervision is required.
Amount and kind of supervision exercised	Limited supervision when delivering daily tasks/activities
Decisions which can be made	Decisions related to all alumni events
Decisions which must be referred	Decisions related to alumni platforms, engagement tools

CONTACTS AND RELATIONSHIPS

Internal to UCT	All GSB staff, particularly Programme Directors and Team, Marketing, Recruitment and Admission, Breakwater Lodge.
External to UCT	Alumni, students, and Corporate Sponsors

AGREED BY

	PRINT NAME	SIGNATURE	CONTACT NO.	DATE
Position Holder				
Line Manager	Morea Josias	<i>Morea Josias</i>	X1340	20 June 2024
HOD				
Dean / ED				
HR Practitioner				